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CLAIM AMENDMENTS

1. (Currently Amended) A computer-implemented method for the purchase and sale of products by purchasers and sellers, comprising:

storing in computer storage information on a product for sale by a seller that owns the product for sale, the information including, an identification of ~~a~~ the manufacturer of the product;

determining the product was purchased in a transaction between a purchaser and ~~[[a]]~~ the seller, wherein the seller is not also the manufacturer of the purchased product;

~~determining whether the seller is the manufacturer of the purchased product~~;

identifying by the computer a computer incentive program to apply to the purchased product;

calculating by the computer a manufacturer incentive to compensate the manufacturer of the purchased product using the identified computer incentive program; and

distributing the manufacturer incentive to the manufacturer ~~only if the manufacturer was not the seller of the product in the transaction~~.

2. (Original) The computer-implemented process of claim 1, wherein the incentive is a percentage of a purchase price of the purchased product.

3. (Original) The computer-implemented process of claim 1, wherein the incentive is a percentage of a profit from the sale of the product.

4. (Previously Presented) The computer-implemented process of claim 1, wherein the stored information includes a characteristic of the product, and wherein the computer incentive program is identified based, at least in part, on the characteristic of the purchased product.

5. (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is a product category.

6. (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is a product name.

7. (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is a product family.
8. (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is an identification of an equivalent product.
9. (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is a product date code.
10. (Cancelled)
11. (Currently Amended) The computer-implemented process of claim 10 further comprising storing in computer storage a plurality of computer incentive programs; and assigning a priority to each of the ~~selecting by said computer a one of said plurality of~~ computer incentive programs ~~having a priority for calculating the incentive.~~
12. (Original) The computer-implemented process of claim 1, the incentive is based, in part, on a sale transaction.
13. (Cancelled)
14. (Cancelled)
15. (Currently Amended) A computer-implemented method for enabling purchasers to buy products that are for sale, comprising:
listing in computer storage products that are for sale;
listing in computer storage a the seller of the products, wherein the seller owns the products;
listing in computer storage a the manufacturer of the products, wherein the manufacturer is different than the seller;

~~determining by the computer whether the seller of a purchased product is the manufacturer of the purchased product;~~

identifying by the computer ~~an~~ computer incentive program[[s]] to apply to a purchased product;

calculating by the computer a manufacturer incentive to the manufacturer of the purchased product using the identified computer incentive program; and

distributing the manufacturer incentive to the manufacturer ~~only if the manufacturer was not the seller of the product.~~

16. (Currently Amended) The computer-implemented process of claim 15 wherein the incentive is a percentage of a ~~the~~ purchase price of the purchased product.

17. (Currently Amended) The computer-implemented process of claim 15 wherein the incentive is a percentage of a ~~the~~ profit from the sale of the purchased product.

18. (Previously Presented) The computer-implemented process of claim 15 further comprising listing in computer storage a characteristic associated with each product and wherein identifying the incentive program is based at least in part on the characteristic of the purchased product.

19. (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is a product category.

20. (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is a product name.

21. (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is a product family.

22. (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is an equivalent product.

23. (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is a product date code.
24. (Currently Amended) The computer-implemented process of claim 15 further comprising providing a plurality of computer incentive programs; and assigning a ~~wherein there are a plurality of computer incentive programs to calculate the incentive, each such program having an individual priority to each of the incentive programs.~~
25. (Original) The computer-implemented process of claim 24 including the step of determining by computer comparison the computer incentive program having the highest priority for calculating the incentive.
26. (Original) The computer-implemented process of claim 15, the incentive is based, in part, on a sale transaction.
27. (Currently Amended) The computer-implemented process of claim 24 26 including the step of adjusting the incentive as a function of the assigned priority ~~a plurality of factors.~~
28. (Currently Amended) The computer-implemented process of claim 24 27 including the step of adjusting the incentive as a function of ~~wherein the plurality of factors includes the type of transaction.~~
29. (Currently Amended) A computer system for tracking transactions ~~of~~ transferring the ownership of goods between parties that are not themselves the manufacturer of the goods and calculating an incentive[[s]] to be paid to the manufacturer based on those transactions and distributing the incentive[[s]] to the manufacturer based on the manufacturer not being the seller of the goods.
30. (Currently Amended) The computer system of claim 29 wherein the incentive is a percentage of ~~the~~ revenue from the transaction.

31. (Original) The computer system of claim 30 wherein the percentage of revenue is calculated using a purchase price for the transaction that is set by auction.
32. (Currently Amended) The computer system of claim 29 wherein the incentive is a percentage of ~~the~~ a profit from the transaction.
33. (Original) The computer system of claim 32 in which the percentage from of the profit is calculated, in part, using a purchase price for the transaction that is set by auction.
34. (Original) The computer system of claim 29 wherein the incentive is a fixed fee.
35. (Original) The computer system of claim 29 wherein the incentive is a discount.
36. (Currently Amended) A computer program, stored on a computer readable medium, that when read by a computer, causes the computer to:
- store in computer storage a listing of products that are for sale;
 - store in computer storage an identification of ~~the seller~~ an owner of the products;
 - store in computer storage a the manufacturer of the products, wherein the manufacturer is not the owner;
 - ~~determining by the computer whether the seller of a purchased product is the manufacturer of the purchased product;~~
 - identify a computer incentive program to apply to ~~the purchased product~~ a product purchased in a transaction between the owner of the products and a purchaser;
 - calculate an ~~manufacturer~~ incentive to the manufacturer of the purchased product using the identified computer incentive program; and
 - distribute the manufacturer incentive to the manufacturer ~~only if the seller was not the manufacturer.~~
37. (Currently Amended) The computer program of claim 36 wherein the incentive is calculated as a percentage of ~~the~~ revenue from the transaction.

38. (Original) The computer program of claim 36 wherein the incentive is calculated using a price set by auction.

39. (Currently Amended) The computer program of claim 36 wherein the incentive is calculated as a percentage of the a profit from the transaction.

40. (Original) The computer program of claim 36 wherein the computer calculation function calculates the incentive using a price set by auction.

41. (Currently Amended) The computer program ~~of process~~ of claim 36 wherein the incentive is a fixed fee.

42. (Currently Amended) The computer program ~~implemented process~~ of claim 36 wherein the incentive is a discount.